

National Infant Immunization Week April 22-29, 2006

**Love them. Protect them. Immunize them.**

Working together with Vaccination Week in the Americas

**Vaccination: an act of love**



## Preparing for NIIW

Outstanding progress has been made in immunization rates for children younger than two years old. Immunization coverage among children in the United States is the highest ever recorded for most vaccines. For example, rates for measles, Hib, and three doses of diphtheria-tetanus-acellular pertussis (DTaP) are greater than 90 percent. However, there is still much work to be done. Over one million of our nation's children are not adequately immunized and each day 11,000 children are born and each in need of protection from diseases. Thousands of lives are in jeopardy from vaccine preventable diseases, and hundreds of thousands of dollars are being spent on the care of disease stricken children whose illnesses could have been avoided. National and community organizations and health departments can play an important role in ensuring that all our children are appropriately immunized by the age of two. Healthcare providers need to actively communicate with parents and caregivers about immunization, especially when improvements in vaccines result in changes to the immunization schedule.

Parents and caregivers need to know that their children can and will be protected against many childhood diseases. During National Infant Immunization Week (NIIW) and Vaccination Week in the Americas (VWA), efforts will be made in hundreds of communities around the United States and throughout the Western Hemisphere to increase awareness of the importance of immunization and to achieve immunization goals. This guide will help you and others in these efforts. In this guide, you will find the information you need to conduct activities that educate parents and caregivers and increase awareness among healthcare providers. The guide tells how to choose and conduct activities that are appropriate for your community and organization during NIIW as well as throughout the year. The guide divides program planning into four steps:

1. **Lay the foundation.** Get to know the needs and resources in your community, assess activities conducted in previous years, and shape your plan accordingly.
2. **Select activities.** Choose from a variety of activities to promote immunization.
3. **Work with others.** Get out the immunization message by collaborating with businesses and organizations and working with the media.
4. **Chart your success.** Look at what you have accomplished and learned and build on your success. Use the information you have gained to guide future activities.

Following these steps will help you create a program that is tailored to the needs of your community or enhance your existing program. Some communities will have the resources to undertake the major activities suggested in this guide. In other cases, groups will start by choosing more modest activities. No matter what you are able to do, your activities will be a vital part of the many immunization education activities being developed all over the country as part of NIIW and throughout the Western Hemisphere as part of Vaccination Week in the Americas.

### STEP 1: LAY THE FOUNDATION

Successful programs result when the community's needs are considered, specific objectives set, and resources used wisely. Here is information on how to lay the necessary foundation.

### ***Know Your Community's needs***

Most community education programs begin with the commitment and initiative of one or two people who recognize a need or opportunity. The purpose of a needs assessment is to further explore and define needs and opportunities, e.g., by determining previous and current immunization activities. What you learn in this step will help shape the rest of your program.

### ***Know Your Goals and Objectives***

Before you begin program activities, consider their purpose. You have a better chance of having an impact if you focus on a few well-defined goals and objectives. Keep in mind that every community has its own unique combination of people, organizations, needs, and concerns; so immunization programs will take different forms in different places.

NIIW focuses on several goals and objectives to help ensure that children in America are fully protected against vaccine-preventable disease. (Refer to the **Overview** section for NIIW goals and objectives). You may find during your needs assessment that many of NIIW's goal, objectives, and areas of concern match those in your community. This guide focuses on reaching parents, caregivers and providers directly. The objectives of this guide are:

- To remind parents and caregivers about the importance of immunizing children.
- To encourage parents and caregivers to check their children's immunization records.
- To encourage healthcare providers to talk with parents and caregivers about immunization services and options.

Most community organizations find that they can take on one or two objectives at a time then add to or alter their strategies as the program progresses or community needs change.

### ***Who Is the Audience?***

A significant proportion of the adult U.S. population is unaware of the need for immunizations or the risks associated with under immunization. Therefore the primary audience for the National Infant Immunization Week campaign is parents and caregivers of children ages two or younger. To identify your target audience:

- Check data from your own organization, local health department, and social service and community planning agencies for the number of parents and caregivers in your community and where they live.
- Determine whether parents and caregivers belong to any organizations and find out where and when they meet. Consider contacting the organizations.
- Recruit community leaders and involve them in finding the best ways to identify and reach your audience.
- Ask newspapers and broadcast stations to describe their readers, listeners, and viewers.

The other main audience for your campaign is healthcare providers. It is important for healthcare providers to keep accurate immunization records of their patients and communicate with parents and caregivers about their children's immunizations. It also is important to find healthcare providers who can assist with free or low-cost immunization services. To identify healthcare providers who serve a variety of populations or special needs:

- Check with the local health department and social service agency to determine providers to whom parents and caregivers are most frequently referred.
- Check directories for hospitals and clinics (e.g., Indian, Migrant, or Rural Health Services) located in your community.
- Identify associations of hospitals or clinics in your area. Call 800-CDC-INFO (800- 232-4636) for information on local clinics in your area.
- Find local physicians who will be spokespersons or are willing to reach other physicians with the immunization message.

### ***What Are Others Doing?***

Contact your local health department or the CDC information line at 800-CDC-INFO (800- 232-4636) to learn of any statewide or local coalitions promoting immunization services in your area. If there is a coalition in your community, make contact, and join forces. If there is no coalition, take these steps to find out what is being done in your area:

- **Contact your local health department's immunization program.** In some areas, the childhood immunization program may be a part of the maternal and child health program or the communicable disease prevention program. The health department will be able to tell you about public immunization services and may be able to give you information on private providers that participate in public programs such as the Vaccines for Children (VFC) program. The VFC Program provides free vaccines for children 0-18 years of age who are Medicaid-enrolled, have no health insurance, or are American Indian/Alaskan Native. The health department can also provide data on immunization coverage in your area.
- **Contact managed care organizations to learn about their immunization initiatives and child health plans.** Hospitals can give you information on their services, including special clinics or services provided in emergency rooms and outreach programs. If your area has a community, rural, or migrant health program, make contact to find out what they are doing to help in vaccinating children.
- **Contact organizations serving specific groups.** For example, if there is a large Native American community in your town, there may be a tribal council or other group that helps guide health promotion and disease prevention activities for its members. Some members of your community may access social and human services through community-based organizations. Other examples of programs that may be interested in immunization and disease prevention include programs for the homeless, battered women, refugees/recent immigrants, children in foster care, and persons with chronic diseases.
- **Contact local voluntary programs that may be affiliates of national organizations that have joined in immunization promotion efforts.** Examples include Rotary International and Kiwanis. Search the Internet and visit your local library for a listing or directory of local social and health service organizations or assistance in accessing the Internet to obtain information on other resources and sources of information.

### ***Know Your Resources***

Consider your resources—staff time, funds, and facilities, as well as expertise, contacts, and credibility. Sometimes commitment and enthusiasm can be your most valuable resources.

You may need to find resources outside your own organization. Potential sources of support include local affiliates of national and state immunization-related organizations, businesses, media, and volunteer organizations. These organizations may be able to help you not only with funds but also with in-kind donations. For example, a printer might agree to reproduce materials or an advertiser might agree to donate a billboard for your program.

If you need extra funds to accomplish what you want to do, consider applying for small grants from local corporations or foundations. Volunteer and civic groups and even retailers—such as pharmacies or baby product stores—also may provide small donations, especially if your program publicity can acknowledge their contribution.

Consider what you can do in the short term and the long term. A short-term project may center on distributing materials before or during NIIW and VWA. It is also important to start thinking about long-term projects for the purpose of sustaining high infant immunization rates. Minimizing your activities and long-range goals may result in lower immunization rates.

## **STEP 2: SELECT ACTIVITIES**

There are many activities from which to choose for your immunization campaign. The ideas here are divided into four levels. Those in Level I require modest amounts of time and other resources. Levels II and III demand a little more organization and commitment from volunteers or staff. Level IV activities are geared toward healthcare providers.

### ***Level I: Getting Started***

The following activities require minimal amounts of time and resources.

- Ask newspapers and newsletters to publish public service print ads, articles, or editorials.
- Write a news release, opinion-editorial piece, or letter to the editor.
- Ask employers and businesses to include an immunization educational message with their payroll or billing notice (especially for utility company, bank, and credit card statements).
- Ask religious leaders to include messages about childhood immunization and disease prevention in their sermons, prayers and bulletin.
- Ask Hispanic faith leaders and the Interfaith Alliance to announce National Infant Immunization Week and Vaccination Week in the Americas in their bulletins and newsletters. Also ask them to include immunization materials or print ads in their newsletters and bulletins or to distribute brochures during services and other events.
- Ask worship sites to provide fact sheets and coupons for free or reduced-cost immunizations through their bulletins, newsletters and at their nursery.
- Work with a local fast-food restaurant or chain to heighten awareness by printing immunization messages on tray place mats and window banners. The restaurant could offer food discounts with proof of immunization.
- Ask large companies to pay for placement of radio or newspaper ads about your program. (*Note: Please visit [www.cdc.gov/nip/events/niw](http://www.cdc.gov/nip/events/niw) for NIIW campaign materials including print ads, television PSAs, radio PSAs, sample op-ed articles, etc.*)
- Ask advertisers to include immunization print ads or reproducible art in their ads in local newspapers.
- Ask local businesses to print immunization materials (offer a credit line on the materials acknowledging their donation).
- Provide immunization brochures for distribution at baby product stores and health clinics.
- Establish an immunization education center in your office, at a local library, major worksites, or other walk-in locations.
- Ask unions to distribute immunization materials to their members who are parents or caregivers.
- Ask merchants to display posters and tent cards, use bag stuffers for customers, include an immunization message on store receipts, or make loudspeaker announcements.
- Prepare scoreboards or loudspeaker announcements for sports events, rodeos, concerts, or bingo games.
- Ask elementary and secondary school clubs or art classes to design and construct banners or portable exhibits for use at community events.
- Send letters about your plans to the editors of state medical journals, other professional journals, and local newspapers.
- Hold a breakfast for employers, religious leaders, or media representatives, and ask them to get involved with your activities.
- Prepare and distribute newsletter articles for employers, neighborhood associations, utility companies, or other organizations with newsletters.
- Ask to speak at an organization's event such as an Interfaith Alliance meeting about the importance of infant immunizations.

### ***Level II: Enhancing Your Program***

The following activities demand a little more effort from volunteers and staff, and possibly more funding, than activities in Level I.

- Ask producers of radio call-in shows and television public affairs shows to feature immunization activities; offer to provide background information on immunizations, sample questions and answers, and someone (i.e., pediatrician, health department official, or nurse) to interview.
- Arrange for a pediatrician or someone who represents your program to appear on a television or radio talk show.
- Ask retailers, banks, or other merchants to sponsor an immunization event or seminar and to distribute educational information as a public service to their customers.
- Solicit local worship sites to ask their members with small children to bring in their immunization records. Recruit and train volunteers to check the immunization records and refer children to providers if needed.

- Ask shopping mall management to sponsor a health fair, make room for an exhibit, or provide space for a “questions and answers about immunization” table or booth.
- Hold an immunization poster contest for students and offer donated prizes. Exhibit poster entries in a mall, community center, library, local bus station, or other public place frequented by your priority population.
- Ask a local toy store to provide educational materials during National Infant Immunization Week and discounts with proof of immunization.
- Create a resource kit on vaccine-preventable diseases and distribute at community events. Work with merchants to promote special gifts related to immunization for Mother’s Day, Father’s Day, Grandparent’s Day, and other special days or weeks.
- Ask local shoe stores to disseminate immunization information during Back-to-School promotions. The store could also place banners in their windows, include supplements in their advertisements, and offer discounts with proof of immunization. Offer the stores public recognition for their participation.
- Ask employers to establish incentives for employees who are parents and caregivers to have their children vaccinated.
- Acknowledge the coalition’s partners at a special luncheon.
- Hand out promotional items, such as coffee mugs, buttons, or T-shirts with an immunization message and logo to your volunteers to wear at special events, to offer for sale at events, and to give to contributors as a “thank you.”
- Imprint balloons with the immunization message and logo to mark the spot at special events.
- Talk with transportation companies about placing print ads with your immunization message in buses and cabs. Alternatively, cab drivers could pass out cards with the immunization message to their passengers. *(Note: Please visit [www.cdc.gov/nip/events/niiw](http://www.cdc.gov/nip/events/niiw) for NIIW campaign materials including print ads, television PSAs, radio PSAs, sample op-ed articles, etc.)*
- Imprint theme cups for sports events and health fairs, and shopping bags for supermarkets and pharmacies. Ask a radio station to do a live broadcast from your event, and have parents, caregivers, and healthcare providers interviewed about immunization.
- Ask a radio station to participate on a day during National Infant Immunization Week and Vaccination Week in the Americas or another special day by broadcasting, hourly, an immunization message; provide broadcasters with live announcer copy or use one of the professionally produced NIIW radio PSAs. *(Note: Please visit [www.cdc.gov/nip/events/niiw](http://www.cdc.gov/nip/events/niiw) for NIIW campaign materials including print ads, television PSAs, radio PSAs, sample op-ed articles, etc.)*
- Work with billboard and transit companies to seek public service space where it is most likely to reach your audience.
- Develop a speakers’ program and offer presentations to community hospitals, churches, libraries, recreation centers, club meetings, and worksite brown bag lunches; identify speakers (e.g., healthcare providers, people affected by disease due to lack of immunization, media spokespersons) and provide them with a prepared speech or talking points.
- Distribute materials to social service agencies that serve children such as foster homes, refugee centers, homeless shelters, and family daycare centers.
- Adapt these resources and create an immunization informational package to disseminate to local organizations.

### ***Level III: Broadening Your Scope***

The following activities require more organization, planning, staff, and resources than those in the previous levels. Some of these activities may serve to sustain long-term, high immunization rates in your community.

- During the week preceding National Infant Immunization Week (NIIW) and Vaccination Week in the Americas, have your Governor, First Lady, and coalition members kick off the week with a press conference and proclamation for NIIW-VWA.
- Issue a news release and/or op-ed piece to kick off National Infant Immunization Week (NIIW) and Vaccination Week in the Americas (VWA). Include information about county immunization rates, local events, and clinic hours. *(Note: Please visit [www.cdc.gov/nip/events/niiw](http://www.cdc.gov/nip/events/niiw) for NIIW campaign materials including print ads, television PSAs, radio PSAs, sample op-ed articles, etc.)*

- Put posters or announcements on bulletin boards or in windows of laundromats, fast-food restaurants, or grocery stores used by community members.
- Print information in a community or resident newsletter. People often read newsletters more attentively and regularly than they read a regional newspaper.
- Contact local television stations and ask them to run public service announcements (PSAs) on immunization. In many communities, parents and caregivers who stay at home prefer television to other media. (*Note: Please visit [www.cdc.gov/nip/events/niiw](http://www.cdc.gov/nip/events/niiw) for NIIW campaign materials including print ads, television PSAs, radio PSAs, etc.*)
- Offer limited time only coupons for free or reduced-cost vaccinations for parents and caregivers with limited or no health insurance or with demonstrated financial need. The coupons could be distributed through pharmacies, health centers, grocery stores, or places of worship.
- Time public service announcements (PSAs) to coincide with National Infant Immunization Week and Vaccination Week in the Americas or a special community event attracting parents and caregivers of small children and provide staff to operate an immunization information booth at the activity.
- Assemble a gift package (including coupons and samples from local merchants) for parents and caregivers who bring their children to health clinics for immunizations.
- Keep a list of people who visit an exhibit or booth, and send follow-up cards to remind them that they should get their child immunized before the age of two.
- Recruit local housing authorities to allow volunteers to conduct a door-to-door educational campaign. A mobile unit could be brought on site to provide immediate service.
- Publish a periodic child health newsletter to highlight medical facts, community news and events, and suggestions for ways to get involved in your program.
- Partner with local elementary schools to ask older children to take the immunization message home to parents and caregivers of children by sponsoring a poster contest. Suggest using the theme for NIIW. Invite special guests to an event announcing the poster winners. Use the first-place poster for your next immunization campaign.
- Ask a local college health education, marketing, or communications department or a public relations firm to design and conduct a community survey about immunization awareness. Publicize the results.
- Ask local churches to allow local community health providers to deliver immunization services at the church. A mobile unit could be brought on site during National Infant Immunization Week.
- Set up a program for individuals who need transportation to health clinics or doctors' offices.
- Hold an open house for community groups to join the effort to immunize children and prevent disease. Invite a guest celebrity. Give out awards to deserving individuals and organizations.
- Distribute the NIIW immunization tag line and campaign logo to major businesses to include in their print and television advertising during National Infant Immunization Week and Vaccination Week in the Americas. Issue a press release summarizing all the businesses and organizations that are helping to get the word out about infant immunization.
- Encourage members of Congress and state legislators to visit programs geared toward the needs of lower socioeconomic groups and bring publicity to the immunization issue.
- Send a letter to your Governor requesting that s/he ask county officials, mayors, and city council members for their active involvement in the immunization issue.
- Organize a press event with local officials to highlight local immunization rates, issue a challenge to residents to raise these rates, inform the public of local National Infant Immunization Week events and that NIIW is being held in conjunction with Vaccination Week in the Americas and encompasses 35 countries in the Western Hemisphere. Thank coalition members and clinic staff for their hard work.

#### ***Level IV: Focusing on Healthcare Providers***

These activities are geared toward healthcare providers. Some of these activities require modest efforts and others require more planning and organization.

- Offer to assist healthcare providers in reminding parents/caregivers that vaccinations are due. Volunteers could call directly or prepare reminder cards.

- Hold special events and open houses at local hospitals, clinics, or WIC sites. Arrange for county health department personnel and service group representatives to speak on local talk shows.
- Organize phone banks to educate providers and bring media attention to the issue. Ask unions or businesses to donate space and phones.
- Ask hospitals to include your program information in continuing medical education programs.
- Ask healthcare providers to record and play an immunization message to callers who are put on hold.
- Develop in-service training seminars at medical, health, and social service agencies on keeping records and communicating with parents and caregivers about immunization.
- Develop note pads and buttons for nurses and providers to help remind them to discuss child immunization with parents and caregivers.
- Ask local hospitals to provide new parents/caregivers with information and services to immunize their new baby.
- Recruit Medicaid managed-care organizations and ask them to educate their providers on the importance of communicating with parents and caregivers about infant immunization.
- Ask your managed care organization to cosponsor a press conference demonstrating its support of your immunization effort and to raise awareness about the problem of missed opportunities.
- Co-host an Appreciation Day for healthcare providers. Distribute coffee mugs with your campaign logo as a thank you gift.
- Organize a provider education and appreciation luncheon to inform providers about missed opportunities, the Standards for Pediatric Immunization Practices, and contraindications to vaccination.

### **STEP 3: WORK WITH OTHERS**

By working with others, you can reach more members of your target audience and have more resources for accomplishing your program's goals and objectives. You can work with businesses, community organizations, and the media to help get your immunization information to your target audience.

#### ***Work with Businesses and Organizations***

No one person or organization can do everything needed to educate a community about immunization, but a community working together can have a major impact. You can increase the effectiveness of your program by forming partnerships with local businesses and organizations.

#### ***Form Local Partnerships***

Partnerships can broaden the foundation of your program by adding the commitment of other organizations to the total immunization program—not just one task or activity. Local partnerships combine the strengths of several groups to help gain access to audiences and provide resources.

Partnerships also can help you:

- Identify existing or planned immunization programs and services.
- Decide on priorities among the gaps in programs and services available.
- Increase the attention to and priority of the issue within your community.
- Raise funds.

You can expand your program potential by involving other groups that are interested in child health specifically or in the general health and well-being of their members or the people they serve. Consider forming a planning or advisory committee to help you get started. Select members who can provide credibility, expertise, endorsement, or contacts and who will be committed to help. You may want to include representatives from the community sectors that you would like to involve later. To make a large committee more productive, form subcommittees to help with specific aspects of the program, such as public awareness, resource development, healthcare provider involvement, and evaluation.

Ask representatives of your audience to help you plan. They can find out what the audience wants (as well as needs), who can help, and what will and will not work. They can lend their credibility to what you do, and their



involvement will give them a feeling of ownership of the program and increase their commitment. If you are working alone at first, your activities could generate a wider interest and eventually lead to the formation of a local partnership to promote immunization education.

### ***Choose From Many Organizations***

Following are examples of businesses and organizations to consider involving in your program.

***Community Groups.*** Many national and regional organizations with local affiliates already are participating in National Infant Immunization Week, Vaccination Week in the Americas and other campaigns throughout the year. Consider other organizations and groups that offer services to your audience such as the American Red Cross, United Way, Junior Leagues of America, Pan American Health Organization (PAHO), National Black United Fund, Lutheran Social Services, Association of Asian and Pacific Community Health Organizations, US-Mexico Border Health Commission, neighborhood associations, civic groups, fraternities, and sororities.

***Healthcare Providers.*** The awareness, endorsement, and participation of many kinds of healthcare providers—such as pediatricians, family practitioners, nurses, nurse practitioners, physician assistants, and pharmacists—are vital. You can reach health professionals through their professional associations as well as at their places of work. Don't forget to consider roles for student associations if there is a health professions training program in your community.

Managed care organizations and community hospitals frequently recognize health promotion as a way of cutting costs or attracting new patients. Departments that may be willing to work with you include marketing, patient education, public relations, wellness, and continuing medical education. Some hospitals have an auxiliary group that could provide volunteers.

***Health Insurers.*** These often provide health education materials and programs to their client companies or policyholders. Many health insurance companies cosponsor community health promotion programs with community organizations.

***Worksites.*** The workplace may be the only established setting where you can reach large numbers of some adult populations. Your local chamber of commerce can provide a list of major employers. The chamber also may be able to help identify local business coalitions on health. For large businesses in your community, contact the employee benefits manager to discuss how a program on immunization could fit into an employee dependent wellness or benefits program. Unions also may have education programs that could include information about immunization.

***Religious Groups.*** Churches, synagogues, and temples reach Americans of all ages, economic situations, and cultures. Many places of worship have a tradition of providing family and community service and a strong volunteer system. In fact, some already have established health promotion policies and programs. Other factors make places of worship an important part of community outreach:

1. they are respected as information sources and may have access to traditionally hard-to-reach populations;
2. they have social support services that could help teenage parents, new parents who are economically depressed, and refugees/recent immigrants; and
3. many have programs for young people.

***Businesses.*** Supermarkets, department stores, or other stores that sell diapers, baby clothes, toys, furniture, and baby products all may provide access to your audience, and they may recognize that participation in health promotion programs can improve their community relations.

***Government.*** Public health and social service agencies serve many community members and usually have experience with other health promotion programs. In addition to local health departments and neighborhood and rural health clinics, consider contacting housing authorities and area offices on child health. Agencies that support child health and development activities include WIC (Women, Infants, and Children); US-Mexico Border Health Commission; Head Start; foster care programs; adoption services; and rural, migrant, Native American, and immigrant health programs.



***Colleges and Universities.*** Ask teachers of nursing, public health, health education, and marketing to consider assigning student projects or internships, with credit, to fit your program needs.

***Other Community Options.*** Other links to your audience include residences for young single mothers, battered women's shelters, student centers, libraries, and college campus programs for new parents and caregivers. Parenting and prenatal health programs such as Lamaze and home birthing programs offer additional possible avenues.

### ***How to Approach Other Groups***

- Make the initial contact through personal acquaintances, if possible.
- Match your needs with the organizations that can benefit from your efforts.
- Write, call, or meet to describe your program, what you expect to accomplish, and the benefits derived from participation.
- Give several options for involvement.
- Choose specific, short-term activities that are likely to be successful.
- Ask for a definite commitment to one or several tasks.
- Be prepared to give something in return (e.g., credit lines on materials, visibility for their logo, media attention).
- Clarify responsibilities on both sides.
- Schedule and identify persons for follow-up contacts.
- Encourage new relationships and seek new opportunities to work together.
- Say thank you—with a letter, a certificate, or public recognition of their contribution.

### ***Building Effective Community Partnerships***

When forming a coalition consider these tips in order to increase the effectiveness of your partnership:

- Gain the support and endorsement of community leaders to help organize the coalition.
- Identify and address areas of agreement between members; agree to leave differences for discussion at another forum.
- Tackle your community's immunization needs one step at a time.
- Ask members to contribute something, according to their individual capabilities to do so.
- Make sure that participation offers a benefit for each organization and individual.
- Share recognition and rewards with all members.
- Assess periodically the purpose and focus of the partnership.

## **STEP 4: CHART YOUR SUCCESS**

What have you accomplished? No matter what your resources, it's a good idea to step back periodically and take a look at how and whether your program is working. This process of evaluation is well worth the effort. It lets you identify small problems and make adjustments before major ones develop. It also helps you monitor schedules and budgets. Finally, it allows staff, volunteers, and the rest of the community to see what has been accomplished—an important ingredient in maintaining momentum and enthusiasm for your program. Evaluation can help you:

- Make sure your program is on time, on budget, and reaching your audience.
- Identify any program components that are not working so that you can make necessary improvements.
- Identify program activities that are very successful so that you can embellish them or promote your success.
- Make sure that cooperating organizations are doing what they promised and are satisfied with their roles.
- Provide evidence that you have reached your objectives.
- Plan future programs.

### ***Monitor Materials Dissemination***

Track the number of materials being distributed to your audience at the various spots you chose for dissemination, such as health fairs or local merchants. For example, how many of the brochures left at the pediatrician's office have been taken? If the number seems low, try to make adjustments. Are they in an out-of-the-way spot? Could they be moved to a higher traffic area?

### ***Monitor Your Program Timetable***

Check periodically to ensure that deadlines are being met and resources used efficiently.

- Are activities taking place when scheduled? If not, examine procedures.
- Do you need to make schedules more realistic or to assign more people to a certain task?

### ***Track and Analyze Media Coverage***

Scan newspapers and monitor radio and television programs to track your program coverage.

- How many articles, editorials, or letters have been published by the newspapers you contacted?
- How often has a radio station used the live announcer copy you sent?

If media coverage seems low, call your media contacts to remind them of the importance of your program. Ask whether they need different formats or other kinds of information.

### ***Monitor Audience Response***

To learn whether you are reaching your audience, you could track the number of people who respond as a result of your activities. Measures might include:

- The number of people who participated at your NIIW events.
- The number of vaccinations provided at health clinics and other outlets you targeted.
- The size of audiences at presentations.
- The number of callers who reference your materials.

Keep track of the kinds of questions people ask to help you design future activities that meet audience needs.

### ***Obtain Feedback***

Ask for feedback from partnering organizations, volunteers, and other participants. Give them a chance to comment on their involvement with your organization or a particular NIIW activity. A brief evaluation form could ask:

- What worked particularly well?
- Which areas need improvement?
- How can improvements be made?
- What would they be willing to do next?

### ***Use Evaluation Results***

Whatever form of evaluation you choose, be sure to use the results. Modify procedures and look for more effective ways to distribute materials, shift resources, attract media or make other refinements as necessary. Above all, share your successes and lessons learned. Writing and speaking about your program is a good way to make other community groups and professionals more aware of immunization and National Infant Immunization Week and Vaccination Week in the Americas. Don't forget to let national and local child health organizations know about your program. You can submit your NIIW event information on line at [www.cdc.gov/nip/events/niiw](http://www.cdc.gov/nip/events/niiw).

### ***What Next?***

Once the first phase of a program has been completed, many organizers find that the initial enthusiasm for the program wanes. Immunization education in your community will require sustained attention. Assess the strengths and weaknesses of your accomplishments, think about how your community's needs and interests may have changed, and consider the following activities:

- Publicize your successes and visibly show your appreciation to your sponsors and participants.
- Broaden or repeat the activities that seem to work best.
- Approach potential sponsors who were not able to help before. Tell them about your successes and ask for a commitment in the next phase of your program.
- Focus on integrating immunization education into existing programs.
- Publicize your results and plan for ongoing activities, including next year's NIIW event.

